

What is claimed is:

1. A method of determining an emotive index for a message, comprising:

5 receiving a message;

identifying words to be analyzed in the message to provide identified words;

10 incrementing a word count value each time an identified word is encountered until an ending point is reached;

determining whether the word count value is greater than a threshold value;

15 setting a word count index equal to a first value if the word count value is greater than a threshold value, and setting the word count index equal to a second value if the word count value is not greater than the threshold value; and

changing an emotive index by the word count index.

20 2. The method of claim 1, wherein identifying words to be analyzed in the message includes:

identifying noise text in the message; and

excluding the noise text from the identified words.

3. The method of claim 2, wherein the noise text is an earlier message.

4. The method of claim 2, wherein the noise text is a footer.

5. The method of claim 2, wherein the noise text is primarily comprised of words that have been cut from a document and pasted into the message.

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6. The method of claim 1, further comprising;  
identifying noise text in the message;  
counting the number of words in the noise text; and  
decrementing the word count value by a noise text  
amount corresponding to the number of words in the noise  
text.

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7. The method of claim 6, wherein the noise text is an earlier message.

8. The method of claim 6, wherein the noise text is a footer.

9. The method of claim 6, wherein the noise text is primarily comprised of words that have been cut from a document and pasted into the message.

5 10. The method of claim 1, wherein the ending point is reached once the word count value is equal to the threshold value.

10 11. The method of claim 1, wherein the ending point is reached once the last word in the message has been counted.

12. The method of claim 1, further comprising:  
determining whether the word count index is less  
15 than a threshold value; and  
providing an indication that the emotive index can not be determined.

13. The method of claim 1, further comprising:  
20 providing a list of affinity indicators;  
analyzing the identified words to find an affinity indicator;  
changing an affinity index by an affinity amount,  
if the affinity indicator is found; and  
25 changing an emotive index by the affinity index.

14. The method of claim 13, wherein the affinity amount is determined by counting the number of times the affinity indicator is identified in the identified words.

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15. The method of claim 13, wherein the affinity amount is a first value if the affinity indicator is found at least once in the identified words.

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16. The method of claim 13, wherein the affinity indicator is identified if a first word and a second word are found in the identified words.

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17. The method of claim 13, wherein the affinity indicator is a phrase.

18. The method of claim 13, wherein the affinity indicator is a group of words.

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19. The method of claim 13, further comprising:  
providing a list of intensifiers;  
analyzing the identified words to find an intensifier;

changing an intensifier index by an intensifier amount, if the intensifier is found in the identified words; and

5 changing the emotive index by an additional amount corresponding to the intensifier index and the affinity index.

20. The method of claim 19, wherein the intensifier is an adjective.

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21. The method of claim 19, wherein the intensifier is an adverb.

22. The method of claim 13, further comprising:

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grouping the affinity indicators into at least two classes;

determining which classes were found in the identified words;

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sending a signal if a predetermined group of classes is among the classes found in the identified words.

23. The method of claim 1, further comprising:

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providing a list of affinity indicators in a sampling class;

analyzing the identified words to find the affinity indicators;

determining a class value corresponding to the affinity indicators of the sampling class found in the identified words;

determining an affinity amount corresponding to the class value;

changing an affinity index by the affinity amount; and

changing an emotive index by the affinity index.

24. The method of claim 1, further comprising:

providing a list of intensifiers;

analyzing the identified words to find an intensifier;

providing a list of affinity indicators;

analyzing the identified words to find affinity indicators;

locating an affinity indicator nearest to the intensifier;

changing an affinity index by an affinity amount corresponding to the intensifier and the affinity indicator nearest to the intensifier;

changing an emotive index by the affinity index.

25. The method of claim 1, further comprising:  
providing a list of antagonism indicators;  
analyzing the identified words to find an  
antagonism indicator;

5 changing an antagonism index by an antagonism  
amount, if the antagonism indicator is found; and  
changing the emotive index by the antagonism index.

26. The method of claim 25, wherein the antagonism  
10 amount is determined by counting the number of times the  
antagonism indicator is found in the identified words.

27. The method of claim 25, wherein the antagonism  
amount is a first value if the antagonism indicator is  
15 found at least once in the identified words.

28. The method of claim 25, wherein the antagonism  
indicator is found if a first word and a second word are  
found in the identified words.

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29. The method of claim 25, wherein the antagonism  
indicator is a phrase.

30. The method of claim 25, wherein the antagonism  
25 indicator is a group of words.

31. The method of claim 25, further comprising:

providing a list of intensifiers;

analyzing the identified words to find an

5 intensifier;

changing an intensifier index by an intensifier  
amount, if the intensifier is found in the identified  
words; and

changing the emotive index by an additional amount  
10 corresponding to the intensifier index and the  
antagonism index.

32. The method of claim 31, wherein the intensifier is  
an adjective.

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33. The method of claim 31, wherein the intensifier is  
an adverb.

34. The method of claim 25, further comprising:

20 grouping the antagonism indicators into at least  
two classes;

determining which classes were found in the  
identified words;



sending a signal if a predetermined group of classes is among the classes found in the identified words.

5 35. The method of claim 1, further comprising:

providing a list of antagonism indicators in a sampling class;

analyzing the identified words to find the antagonism indicators;

10 determining a class value corresponding to the antagonism indicators of the sampling class found in the identified words;

determining an antagonism amount corresponding to the class value;

15 changing an antagonism index by the antagonism amount; and

changing an emotive index by the antagonism index.

36. The method of claim 1, further comprising:

20 providing a list of intensifiers;

analyzing the identified words to find an intensifier;

providing a list of antagonism indicators;

25 analyzing the identified words to find antagonism indicators;

changing an antagonism index by an antagonism amount corresponding to the intensifier and the

changing an emotive index by the antagonism index.

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10      receiving a message;
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providing a list of affinity indicators;

changing an affinity index by an affinity amount  
corresponding to the affinity indicator found in the  
message;

20           analyzing the identified words to find an  
          antagonism indicator in the message;

changing an antagonism index by an antagonism amount corresponding to the antagonism indicator found in the message; and

changing an emotive index by a difference amount equal to the difference between the absolute value of the affinity index and the absolute value of the antagonism index.

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38. The method of claim 37, further comprising:

providing a list of intensifiers;

analyzing the identified words to find intensifiers in the message;

10 changing an intensifier index by an intensifier amount;

comparing the absolute value of the affinity index to the absolute value of the antagonism index to determine which absolute value is greater;

15 selecting the affinity index if the absolute value of the affinity index is greater than the absolute value of the antagonism index, and selecting the antagonism index if the absolute value of the antagonism index is greater than the absolute value of the affinity index;

20 and

changing the emotive index by a modified index corresponding to the intensifier index multiplied by the selected one of the affinity index and the antagonism index.

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39. The method of claim 38, further comprising changing the emotive index by an additional amount equal to the affinity index if the antagonism index was selected, and equal to the antagonism index if the affinity index was  
5 selected.

40. The method of claim 38, wherein the intensifier amount corresponds to the intensifiers found in the identified words.  
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41. The method of claim 37, further comprising:  
grouping the affinity indicators into at least two  
classes;  
grouping the antagonism indicators into at least  
15 two additional classes;  
determining which classes were found in the  
identified words;  
sending a signal if a predetermined group of  
classes is among the classes found in the identified  
20 words.

42. The method of claim 37, further comprising:  
grouping the affinity indicators into at least a  
first class and a second class;

grouping the antagonism indicators into at least a third class and a fourth class;

determining which classes were found in the identified words;

5        sending a signal if at least one of the classes was found in the identified words and if at least one of the classes was not found in the identified words.

43. The method of claim 37, further comprising:

10        incrementing a word count value each time an identified word is found until an ending point is reached;

determining whether the word count value is greater than a threshold value;

15        setting a word count index equal to a first value if the word count value is greater than the threshold value, and setting the word count index equal to a second value if the word count value is not greater than the threshold value; and

20        changing the emotive index by the word count index.

44. A computer readable storage medium having encoded thereon computer readable instructions capable of instructing a computer to:

25        receive a message;

identify words to be analyzed in the message to  
provide identified words;

increment a word count value each time one of the  
identified words is found until an ending point is

5 reached;

determine whether the word count value is greater  
than a threshold value;

set a word count index equal to a first value if  
the word count value is greater than the threshold  
10 value, and set the word count index equal to a second  
value if the word count value is not greater than the  
threshold value; and

change an emotive index by the word count index.

15 45. A computer readable storage medium having encoded  
thereon computer readable instructions capable of  
instructing a computer to:

receive a message;

20 identify words to be analyzed in the message to  
provide identified words;

receive a list of affinity indicators;

analyze the identified words to find an affinity  
indicator in the message;

change an affinity index by an affinity amount  
corresponding to the affinity indicator found in the  
message;

receive a list of antagonism indicators;

5        analyze the identified words to find an antagonism  
indicator in the message;

change an antagonism index by an antagonism amount  
corresponding to the antagonism indicator found in the  
message; and

10       change an emotive index by a difference amount  
corresponding to a difference between the absolute value  
of the affinity index and the absolute value of the  
antagonism index.